

Bringing Virtual Communities into a Marketing Strategy to Create Purchase Intentions in the Social Media Era

Risca Fitri Ayuni^{1*}

¹ Department of Management, Faculty of Economics and Business, Universitas Brawijaya, Malang, 65145, Indonesia

ABSTRACT

Introduction/main objectives: A virtual community is a new form of social interaction that provides an alternative way for connectivity and creativity. As the most favorite platform, social networking site is one of marketing objectives and strategies for global brands. The purpose of this study is to examine the antecedents (social eWOM, image, and trust) and consequences (purchase intention) of eWOM's adoption. **Background problem:** Today, taking part in virtual communities is a must. People with the same interests share their experiences and become trustworthy referees for others. Understanding the effect virtual communities can have will help companies to expand their markets. **Novelty:** Social eWOM has a great impact, but no prior studies have examined the effect of social eWOM or a virtual community on image, trust, eWOM's adoption and purchase intentions, this study would be the first study that provides a comprehensive model using recent issues. **Research methods:** Purposive sampling was used to recruit 240 active participants in virtual communities in Indonesia. To collect the data, spreading questionnaire was conducted. SPSS and PLS 3 were used to analyze the data. **Findings:** The findings proved the relationship among social eWOM, image and trust. It also revealed that eWOM's adoption affected purchase intentions. Surprisingly, image has no statistically significant effect on eWOM's adoption. **Conclusion:** Well-managed social eWOM creates a better image, and increases trust, and eWOM's adoption leads to an increase in the purchase intention. This study offers managerial insights to manage social eWOM from any virtual communities, to improve their image and trust. Finally, managers should maintain positive reviews, as this will also create an intention to purchase.

ARTICLE INFO

Article history:

Received in 8 January 2020

Received in revised form 17 April 2020

Accepted 20 April 2020

Keywords:

social eWOM, brand image, brand trust, purchase intention

JEL Code:

M31

* Corresponding Author at Department of Management, Faculty of Economics and Business, Universitas Brawijaya, Jalan MT. Haryono 165, Malang 65145 Indonesia.
E-mail address: risca.fa@ub.ac.id (author)

INTRODUCTION

In industry 4.0, studying consumers behavior is crucial to know how disruptive technologies can change business models at a very fast pace. To create and maintain long lasting relationships with its stakeholders (especially consumers) and increase its performance, a company needs to adopt the emerging technologies.

In the era of interactivity, social media highly influences people's daily lives. It is changing their information seeking and communicating behavior, and even the process for making a purchase decision. The need to be a part of a social network significantly increases after numerous innovations in technology have emerged over the recent decades. In 2020, as unicorns, some virtual communities have billions of active users. Facebook has 2.45 billion monthly active users, YouTube has 2 billion monthly active users, WhatsApp has 1.6 billion monthly active users and Instagram 1 billion monthly active users (Clement, 2020). Social communities (virtual communities) are places where people with similar interests and passions meet in virtual space. In marketing, virtual communities (Facebook, Instagram, YouTube) can be a powerful way to influence business, by using word of mouth (WOM). Social eWOM is a highly credible form of product reference and one of the most valuable forms of marketing information.

The sources of electronic word of mouth (eWOM) are not only from consumers, but can also be from companies or other sources (Hu, Ha, Mo, & Xu, 2014). Social eWOM will change the way people - acquire, use, experience, discard, intend something and make decisions about goods (Huiju, 2012) because it creates a behavior intention (Hausman & Siekpe, 2009; Wang, Cunningham, & Eastin, 2015; Kwok, Mao, & Huang, 2017), and value (Guo & Barnes, 2011; See-To & Ho, 2014). If

companies can manage good virtual communities effectively, then they will help the companies to expand their markets as they can push consumers to think about their products before the intention to buy is even created. Companies can make their own social media accounts and delegate ambassadors and public relations staff to spread positives issues, as well as to counter any negative issues, via social media. Therefore, understanding virtual communities' marketing processes is very useful for targeting potential consumers, since participating in a social network is one of the marketing objectives and strategies for global brands. Thus, the aim of this study is to analyze the relationship among social eWOM, image, trust, eWOM's adoption and the purchase intention. Very few studies have investigated the effect of social eWOM on image, trust and eWOM's adoption, as well as the effect of eWOM's adoption on the purchase intention. Finally, this study provides comprehensive research that has never been conducted before.

Active users of most popular virtual communities (Facebook, Instagram, WhatsApp, and YouTube) were recruited. The data was collected through spreading questionnaire to 240 Indonesian Facebook, Instagram, WhatsApp and YouTube active users. SPSS and PLS 3 were used to analyze the data.

LITERATURE REVIEW

Social eWOM

Today, face-to-face communication has almost totally been replaced by online communication. This shift brings changes in how people make their purchase decisions, since they now compare other consumers' experiences and opinions on online platforms anytime and anywhere, before buying products (Graham & Havlena, 2007; Chen, Nguyen, Klaus, & Wu, 2015; Nizar Hidayanto, Ovirza, Anggia, Ayuning Budi, &

Phusavat, 2017). EWOM can take place on numerous online platforms, with social networking sites being the most favorite ones (Chu & Kim, 2011), as it can give more honest and trustworthy information than personal sites do (Ellison & Boyd, 2013). Consumers use these sites to get more product-related information and opinions, which makes these social networking websites important for eWOM. The role of social eWOM in influencing consumer purchasing behavior has attracted companies to manage social eWOM as their strategy to display and communicate their products (Di Virgilio & Antonelli, 2018; Chu & Kim, 2011; Sandes & Urdan, 2013).

The best strategy is needed to communicate brand values and features to customers. The best way to reach potential customers now is through eWOM on social media, since the number of social media users increases year to year. It (eWOM) has become a major strategy for brand communication (Chu & Kim, 2011; Daugherty & Hoffman, 2014) that really affects the consumers' decision making.

Lots of information is available virtually, including customers' experiences, perceptions, and evaluations of consumer products. Good information posted by people can build a good brand image in potential customers' minds (Keller, 1993; Wang & Yang, 2010; Bian & Moutinho, 2011; (Torlak, Yalin Ozkara, Ali Tiltay, Cengiz, & Fatih Dulger, 2014)

Furthermore, information provided on any social network site is used by people as their assistant for the sense of trust and as references for their information fulfillment about products they want to buy (Hajli, 2014; Huang, Chou, & Lan, 2007; Chu & Kim, 2011). In addition, Hajli, (2014) found that trust is influenced by the valuable information (eWOM) provided on the Internet. The more information that is available

on the Internet will allow people to have more trust and confidence in a particular product.

López & Sicilia (2014) stated that eWOM has a high impact on the buying decision process and will remain high in the future, particularly in this internet and social media era. The quality of word of mouth in any virtual media is not the only factor that affects the purchase decision, but also the quantity of it (Lin, Wu, & Chen, 2013). The frequency of information forwarded by people on any social network sites is very useful for the other users (Pöyry, Parvinen, & Malmivaara, 2013; Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). At last, social eWOM is a significant instrument that will affect potential customers' adoption of information about goods or services (Dah-Kwei, Chih, Yuan, & Lin, 2016). As indicated by the few prior studies, this study developed the following hypotheses:

H1: Social eWOM affects brand image

H2: Social eWOM affects brand trust

H3: Social eWOM affects eWOM's adoption

Brand Image

The study of a brand's image has been conducted by numerous researchers, as brand image shows a positive impact on purchase intention (Chen, Yeh, & Huan, 2014). Meanwhile, Chen et al (2014) stated that if a brand has a good image, its customers' trust in it will increase. It makes customers feel more comfortable and secure to consume products that have a good image.

According to Kotler & Keller (2012) a brand's image shows the level of the public's awareness of the brand. Understanding and knowing a product's brand image can be a great foundation to influence assessments of the product prior to its actual purchase (Zeithaml, 1988), and the subjective perceptions of

customers and their subsequent behavior (Ryu, Han, & Kim, 2008). Fishbein & Ajzen (1975) suggested the theory of reasoned action (TRA) which clarified that before a customer becomes involved in them, they consider the implications of an alternative behavior (Bang, Ellinger, Hadjimarcou, & Traichal, 2000). The behavioral intention of a customer is created from two components: the attitude toward the behavior and the subjective norms (Bang et al., 2000). A customer's perception about a brand's image is a part of their association with the brand, in the customer's memory (Keller, 1993). Moreover, the level of brand association will be stronger by linking the customer's experience and exposure and their frequency of communication (Aaker, 1991)

People's attitude toward a branded product and its attributes rely on the product's image (Aghekyan-Simonian, Forsythe, Kwon, & Chattaraman, 2012). By maintaining brand image, it will help customers define their needs and wants among all the competing products (Anwar, Gulzar, Sohail, & Akram, 2011). The close relation between eWOM's exposure and sales is confirmed by previous research (Kim, 2014; Rui, Liu, & Whinston, 2013)

The following hypotheses were proposed to investigate the relationship among brand image, brand trust and eWOM's adoption in order to confirm the previous studies:

H4: Brand image affects eWOM's adoption

H5: Brand image affects brand trust

Brand Trust

Saad et al (2012) and Lien, Wen, Huang, & Wu (2015) defined some driving factors of the intention to purchase: product/service price, satisfactory value, and trust. When consumers have trust in a product, they also have the confidence that they face no risk when consuming the product and thus will maintain

long-term relations with the product (Gefen, 2000). Reliability, dependability and the integrity of the product are what create customers' trust (Semuel & Chandra, 2014; Kim, Kim, & Kim, 2009).

Trust not only plays an important role in the buyer-seller relationship (Lee, Kim, & Kim, 2012; Wu, Chen, & Chung, 2010) but also acts as social capital in business (Prasetio, Hurriyati, Sari, & Sary, 2017; Yaniv, 2018). Customers will select trusted information in word of mouth communications because they need to be convinced before accepting the information (Hussain et al., 2018; Fan, Miao, Fang, & Lin, 2013; (Evans & Bratton, 2010). Hence the following hypothesis:

H6: Brand trust affects eWOM's adoption

EWOM Adoption

In a fast paced technological era, more people prefer to use information from any online media source as a reliable and effortless reference (Shukla & Sharma, 2018; Rahim, Sulaiman, Chin, Baharun, & Muharam, 2016). Jiménez & Mendoza (2013), Filieri, McLeay, Tsui, & Lin (2018), and Hsu, Yu, & Chang (2017) found that online testimonials or reviews of things used by others affect the purchase intention, as those testimonials and reviews are viewed as good recommendations and information for them.

When linking to word of mouth testimonials given on multiple social media platforms, it is not only the quality but also the frequency of eWOM that influences the buying decisions of consumers (Lin et al., 2013). Sahabi (2018) observed that the perceived credibility of online consumer reviews among prospective consumers will increase their intention to purchase the product under review.

Understanding the information adoption process is crucial to minimize any unexpected

responses among the receivers (Zhu, Chang, & Luo, 2016; Erkan & Evans, 2016). TRA/TAM is used to analyze how the information adoption process works (Ajzen, 1985; (Davis, 1989); (Fishbein & Ajzen, 1975). Finally, this study proposed the following hypothesis:

H7: EWOM's adoption affects the purchase intention

Purchase Intention

Dodds, Monroe, & Grewal (1991) and Wu, Lin, & Hsu (2011) defined that the intention to purchase is the probability of a customer purchasing a specific product. Prior studies have proven that the purchase intention has a significant effect on the intention to buy, and actual buying behavior (Sparks & Browning, 2011; Bai, Law, & Wen, 2008). Even if customers have a positive attitude, they tend to be willing to pay more to get the products they want (Wei, Ang, & Jancenelle, 2018) (Shin, Moon, Jung, & Severt, 2017) (Laroche, Bergeron, & Barbaro-Forleo, 2001). In other words, the purchase intention mediates the relation between attitude and actual behavior (Miniard & Cohen, 1983). The proposed model is shown in Figure 1.

METHOD, DATA, AND ANALYSIS

1. Research Method

The purpose of this study is to examine the relationship between social eWOM, brand image, brand trust, eWOM's adoption, and purchase intention. This study presents a quantitative approach using the survey method for its primary data collection. SPSS 23 and PLS 3 were used to accomplish the purpose of this study. SPSS 23 was run to discover information about the respondents, while PLS 3 was utilized to test the validity and reliability of each instrument and to test the proposed hypotheses.

2. Research Data

Data Collection

Data was gathered using questionnaires created from the literature and previous research. The structure of the questionnaire in this study was divided into two parts. At the beginning of the survey, the respondents were asked to fill out their profiles (age, gender, the number of social media platforms they use, time spent on social media each day). In the next part, measurement scales of each variable were used to investigate the relationship between social eWOM, brand image, brand trust, eWOM's adoption and purchase intention. Social eWOM was extracted from Bambauer-Sachse & Mangold (2011),

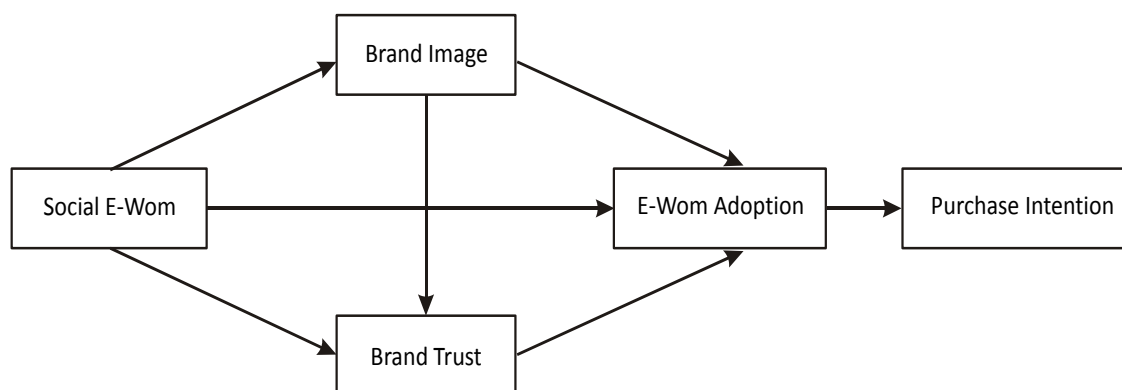


Figure 1. Research Model

Mohammad (2012), Chetna (2017); brand image items were modified from Lien, Wen, Huang, & Wu (2015); brand trust items were adapted from Chiang & Jang (2007) and Lien, Wen, Huang, & Wu (2015); eWOM's adoption items were developed from Erkan & Evans (2016) and Cheung, Luo, Sia, & Chen (2009); purchase intention items were taken from Erkan & Evans (2016) and Coyle & Thorson (2001).

The population surveyed in this study was active members of big virtual communities (Facebook, Instagram and YouTube). A purposive sampling technique was chosen for the recruitment of the respondents using the following criteria:

1. Have been an active user of virtual community platforms for at least six months. As this study examines the influence of virtual community platforms, all the respondents must be active users of at least one platform to show they have good experience as a user.
2. Aged 17 years old or over. This minimum age reflects the level of maturity and having the ability to make decisions based on their knowledge and knowing about the consequences.
3. Having purchased something in the last six months. This study tests the intention to buy a particular product, and having the experience of purchasing a product in the last six months of their membership as an active user of any virtual community platform may help to explore the contribution of the platform to their intention to acquire a product.

There were a total of 250 questionnaires distributed, 240 completed questionnaires and 10 incomplete questionnaires were returned. Subsequently, for this study only the 240 completed questionnaires were used.

3. Research Analysis

Descriptive analysis and explanatory analysis were used in this study. Descriptive analysis was conducted to analyze the respondents' characteristics from the SPSS's output, while explanatory analysis was implemented to analyze the causal relationship among the theoretical concepts of this study. As this study used structural equation modeling (SEM), an inner model and outer model were adopted.

RESULT AND DISCUSSION

Respondents' characteristics. There were a total of 250 questionnaires distributed, 240 completed questionnaires and 10 incomplete questionnaires were returned. Subsequently, for this study only the 240 completed questionnaires were used. Briefly, there were 141 (58.75%) female respondents and 99 (41.25%) male. The age profile of the respondents is shown in Table 1, 54.16% of the respondents were 17-25 years old, while only 15.42% were more than 35 years old. In relation to the number of social media platforms used by the respondents, the results show that, in general, over 50% of the respondents use more than one social media platform. The collected data stated that 66.25% of the respondents were still in senior high school, 30% were undergraduates and 3.75% were graduates. It is also evident from Table 1 that near half of the respondents were students (48.75%), while 45% worked for the government in some capacity (31.25%), 13.75% worked in private service and only 15% were self employed. Profile for the amount of time spent each day on social media was divided as follows: < 1 hour (10%), 1 to 4 hours (70.8%), 5 to 8 hours (18.4%), and > 8 (0.8%).

Table 1. Profiles of Respondents

Profile	Description	Percentage	Frequency
Gender	Female	58.75 %	141
	Male	41.25 %	99
Education	Senior High School	66.25%	159
	Undergraduate	30%	72
	Graduate	3.75%	9
Occupation	Student	48.75%	117
	Gov't Service	31.25%	75
	Private Service	13.75%	33
	Self Employed	6.25%	15
Age (yo)	17-25	54.16 %	130
	26-34	30.42 %	73
	> 35	15.42 %	37
Number of Social Media Platforms Used	1	30 %	72
	2-3	45.83 %	110
	3-4	19.58 %	47
	> 5	4.58 %	11
Time Spent Each Day on Social Media	< 1 hour	10 %	24
	1 – 4 hour	70.8 %	170
	5 – 8 hour	18.4 %	44
	> 8	0.8 %	2

Source: SPSS 23, 2019

For achieving valid results, and before testing the hypothesized relationship, tests for the internal consistency, indicator reliability, convergent validity and discriminant validity of the measurement model were conducted. Item internal consistency was assessed by applying composite reliability (CR) and Cronbach's alpha.

As presented in Table 2, composite reliability (CR) was greater than 0.7 (Hair, Hult, Ringle, & Sarstedt, 2017) and Cronbach's alpha

scores were above 0.6 (Hair et al., 2017). The outer loading value of each indicator (Figure 2) was higher than 0.6 (Chin, Peterson, & Brown, 2008), Thus, all the indicators' reliability can be confirmed. To test the convergent validity, outer loading, composite reliability (CR) and the average variance extracted (AVE) have to be considered. The average variance extracted (AVE) scores of the latent variables (Table 2) were above the acceptable value of 0.5 (Hair et al., 2017; Fornell & Larcker, 1981)

Table 2. Convergent and Reliability

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
EWOM Adoption	0.869	0.938	0.884
Image	0.821	0.875	0.585
Purchase Intention	0.857	0.903	0.7
Sewom	0.916	0.941	0.798
Trust	0.797	0.869	0.624

Source: SmartPLS 3, 2019

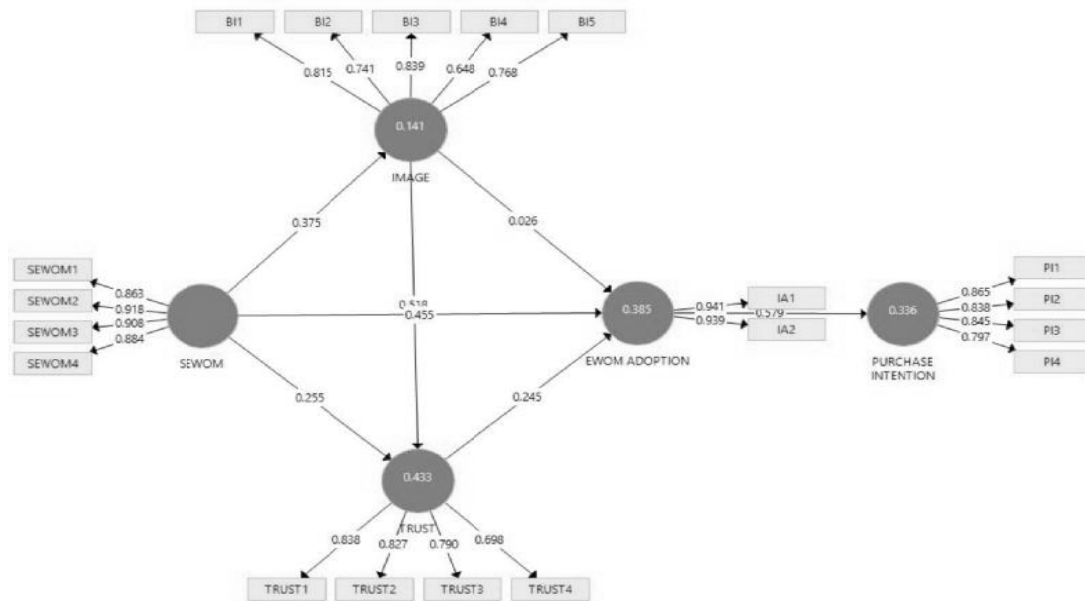


Figure 2

Table 3. Discriminant Validity

	EWOM Adoption	Image	Purchase Intention	Sewom	Trust
EWOM Adoption	0.94				
Image	0.347	0.765			
Purchase Intention	0.579	0.528	0.837		
Sewom	0.575	0.375	0.517	0.894	
Trust	0.465	0.614	0.545	0.45	0.79

Source: SmartPLS 3, 2019

Table 4. R Square

	R Square	Goodness of Fit (GoF):
EWOM Adoption	0.385	$GoF = \sqrt{AVE \times R^2}$
Image	0.141	$GoF = \sqrt{0.718 \times 0.6762}$
Purchase Intention	0.336	$GoF = 0.697$
Trust	0.433	

Source: Smart PLS 3, 2019

Table 5. Path Coefficients

	Original Sample(O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
SE -> BI (H1)	0.375	0.381	0.061	6,189	0
SE -> BT (H2)	0.255	0.256	0.052	4,889	0
SE -> EA (H3)	0.455	0.455	0.056	8,107	0
BI -> EA (H4)	0.026	0.024	0.077	0.339	0.735
BI -> BT (H5)	0.518	0.521	0.046	11,214	0
BT -> EA (H6)	0.245	0.244	0.078	3,151	0.002
EA -> PI (H7)	0.579	0.583	0.051	11,258	0

Source: SmartPLS 3, 2019

The next step was assessed using a cross loading indicator to evaluate the discriminating validity. Table 3 indicates each indicator of this model has an outer loading higher than the cross loadings of all the indicators opposed to the other constructs (Hair et al., 2017). It demonstrates that discriminant validity has been achieved by the correlation between the indicator and latent variables.

Hypotheses result

As shown in Table, six of the proposed hypotheses were found statistically significant (P values smaller than 0.05 and T statistic values greater than 1.96) while one hypothesis was statistically not significant as its P value was greater than 0.05 and its T statistic value smaller than 1.96 (Hair et al., 2017; Kock, 2012). Empirical results from the structural model suggest that social eWOM is a good predictor of brand image (P = 0.00, t = 6.189), brand trust (P = 0.00, t = 4.889) and eWOM's adoption (P = 0.00, t = 8.107).

The results of the model testing also indicated that brand image had a meaningful effect on brand trust (P = 0.00, t = 11.214). This study also found that brand image had no significant impact on eWOM's adoption ($p > 0.05$, $t < 1.96$). Moreover, the findings statistically proved the significant effect of brand trust on eWOM's adoption (P = 0.002, t = 3.151). Finally, the result confirms that eWOM's adoption had a significant effect on the purchase intention (P = 0.00, t = 11.258).

Discussion

In the current era of social media, people tend to communicate with others freely and more actively, as their communications are supported by text, video, photo and voice systems that are provided by the various platforms. People share their ideas and experiences, as well as their

views on various products. Reviews on social media (eWOM) by people with the same interests and experience in consuming products are believed to be trustworthy sources, rather than advertisements from marketers or companies (Sen & Lerman, 2007).

Figure 1 shows the research model for this study, which explains the interrelationships among the variables (social eWOM brand image, brand trust, eWOM's adoption, and intention to purchase). Empirically, the results of this study suggest that social eWOM has an effect on brand image. The finding also support the prior studies (Bian & Moutinho, 2011; Torlak, Yalin Ozkara, Ali Tiltay, Cengiz, & Fatih Dulger, 2014) that proved social eWOM can help sellers reach a wider audience and build an image in customers' minds. They also believe that people's experiences and evaluations while consuming a product create an image of that product (Keller, 1993; Wang & Yang, 2010; Bian & Moutinho, 2011). It indicates that more frequent and wider product reviews, spread on any virtual community, will result in a stronger product image and make people keener to make a purchase decision.

According to the result of this study, managing social media official accounts as well as engaging and supporting fan pages accounts will not only help to direct positive impressions or images of a product, but also build trust in the customers' hearts. This was also confirmed by previous research that examined the relationship between social eWOM and brand trust (Hajli, 2014; Chu & Kim, 2011). People are more likely to believe reviews on social eWOM (particularly on social networking sites) rather than reviews or explanations from companies or advertisements (Chu & Kim, 2011; Ellison & Boyd, 2013). More positive reviews on virtual communities creates greater trust in a brand, as people consider social eWOM to be their

reference to avoid risks from consuming a product they know nothing about. In other words, people will believe information from social eWOM and trustworthy brands. This strong relation has been confirmed in this study, which has shown that brand image has a significant effect on brand trust.

The findings also proved that eWOM's adoption will end up by increasing the intention to buy (Sahabi, 2018) More people believe information from eWOM, and this tends to make them trust those reviews and increases their intention to buy. However, this study showed that brand image has no significant affect on eWOM's adoption. This result contrast to the prior study by Aghekyan-Simonian et al., (2012). It means that if a product already has a good image, it does not guarantee that people will accept information that is sourced from eWOM. Meanwhile, as found in another prior study by Chen et al, (2014), this study also confirmed that brand image plays an important role in creating brand trust.

CONCLUSION AND SUGGESTION

Finally, upon the completion of this study, both the theoretical and practical contributions were provided for. Theoretically, the main contribution of this study refers to the findings that social eWOM influences brand image, brand trust and eWOM's adoption. This study would be the first research that explores virtual communities' motivations and their role in creating customers' behavioral intentions and values in brand communities.

From a practical standpoint, managing good social eWOM will improve a company's image and people's trust in it. However, an improved company image and greater trust cannot increase eWOM's adoption, as long as a company has a positive and well-managed social eWOM, people will still accept the information provided

and increase their intention to buy the product. Therefore, this study will also recommend that companies manage their virtual communities, since social media can unite people from around the world and change business processes. Finally, a virtual community is a vehicle for companies to create behavioral intentions to expand their markets.

While this study provides a deeper and new insight about social eWOM, brand image, brand trust, eWOM's adoption and intention to purchase, this study has a couple of short comings that can be explored in the future. First, this study did not explore and compare all the social media platforms owned by Samsung. By comparing other platforms, a more valuable contribution maybe gained. Second, this study did not take into account different countries. Using a more diverse sample could give new insights. Furthermore, this study suggests the use of more variables in any future research. Lastly, it may be necessary to undertake a mix of qualitative and quantitative research, to obtain more comprehensive findings.

REFERENCE

- Aaker, D. A. (1991). *Managing brand equity : capitalizing on the value of a brand name*. Retrieved from https://openlibrary.org/books/OL1532721M/Managing_brand_equity
- Aghekyan-Simonian, M., Forsythe, S., Kwon, W. S., & Chattaraman, V. (2012). *The role of product brand image and online store image on perceived risks and online purchase intentions for apparel*. <https://doi.org/10.1016/j.jretconser.2012.03.006>
- Ajzen, I. (1985). From Intentions to Actions: A Theory of Planned Behavior. In *Action Control* (pp. 11–39). https://doi.org/10.1007/978-3-642-69746-3_2
- Anwar, A., Gulzar, A., Sohail, F. Bin, & Akram, S. N. (2011). Impact Of Brand Image, Trust

- And Affect On Consumer Brand Extension Attitude: The Mediating Role Of Brand Loyalty. *International Journal of Economics and Management Sciences*, 1(5), 73–79. Retrieved from www.managementjournals.org
- Bai, B., Law, R., & Wen, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International Journal of Hospitality Management*, 27(3), 391–402. <https://doi.org/10.1016/j.ijhm.2007.10.008>
- Bambauer-Sachse, S., & Mangold, S. (2011). Brand equity dilution through negative online word-of-mouth communication. *Journal of Retailing and Consumer Services*, 18(1), 38–45. <https://doi.org/10.1016/J.JRETCONSER.2010.09.003>
- Bang, H.-K., Ellinger, A. E., Hadjimarcou, J., & Traichal, P. A. (2000). Consumer concern, knowledge, belief, and attitude toward renewable energy: An application of the reasoned action theory. *Psychology and Marketing*, 17(6), 449–468. [https://doi.org/10.1002/\(SICI\)1520-6793\(200006\)17:6<449::AID-MAR2>3.0.CO;2-8](https://doi.org/10.1002/(SICI)1520-6793(200006)17:6<449::AID-MAR2>3.0.CO;2-8)
- Bian, X., & Moutinho, L. (2011). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits. *European Journal of Marketing*, 45(1/2), 191–216. <https://doi.org/10.1108/03090561111095658>
- Chen, C.-H., Nguyen, B., Klaus, P. “Phil,” & Wu, M.-S. (2015). Exploring Electronic Word-of-Mouth (eWOM) in The Consumer Purchase Decision-Making Process: The Case of Online Holidays – Evidence from United Kingdom (UK) Consumers. *Journal of Travel & Tourism Marketing*, 32(8), 953–970. <https://doi.org/10.1080/10548408.2014.956165>
- Chen, H.-B., Yeh, S.-S., & Huan, T.-C. (2014). Nostalgic emotion, experiential value, brand image, and consumption intentions of customers of nostalgic-themed restaurants. *Journal of Business Research*, 67(3), 354–360. <https://doi.org/10.1016/j.jbusres.2013.01.003>
- Chetna, K. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310–330. <https://doi.org/10.1108/MRR-07-2015-0161>
- Cheung, M. Y., Luo, C., Sia, C. L., & Chen, H. (2009). Credibility of Electronic Word-of-Mouth: Informational and Normative Determinants of On-line Consumer Recommendations. *International Journal of Electronic Commerce*, 13(4), 9–38. <https://doi.org/10.2753/JEC1086-4415130402>
- Chiang, C.-F., & Jang, S. S. (2007). The Effects of Perceived Price and Brand Image on Value and Purchase Intention: Leisure Travelers’ Attitudes Toward Online Hotel Booking. *Journal of Hospitality & Leisure Marketing*, 15(3), 49–69. https://doi.org/10.1300/J150v15n03_04
- Chin, W. W., Peterson, R. A., & Brown, S. P. (2008). Structural Equation Modeling in Marketing: Some Practical Reminders. *Journal of Marketing Theory and Practice*, 16(4), 287–298. <https://doi.org/10.2753/MTP1069-6679160402>
- Chu, S.-C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47–75. <https://doi.org/10.2501/IJA-30-1-047-075>
- Clement, J. (2020). Global social networks ranked by number of users 2020. Retrieved March 5, 2020, from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
- Coyle, J. R., & Thorson, E. (2001). The Effects

- of Progressive Levels of Interactivity and Vividness in Web Marketing Sites. *Journal of Advertising*, 30(3), 65–77.
<https://doi.org/10.1080/00913367.2001.10673646>
- Dah-Kwei, L., Chih, W.-H., Yuan, C.-Y., & Lin, C.-Y. (2016). The study of the antecedents of knowledge sharing behavior. *Internet Research*, 26(4), 845–868.
<https://doi.org/10.1108/IntR-10-2014-0256>
- Daugherty, T., & Hoffman, E. (2014). eWOM and the importance of capturing consumer attention within social media. *Journal of Marketing Communications*, 20(1–2), 82–102.
<https://doi.org/10.1080/13527266.2013.797764>
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319.
<https://doi.org/10.2307/249008>
- Di Virgilio, F., & Antonelli, G. (2018). *Consumer Behavior, Trust, and Electronic Word-of-Mouth Communication*.
<https://doi.org/10.4018/978-1-5225-2897-5.ch003>
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307.
<https://doi.org/10.2307/3172866>
- Ellison, N. B., & Boyd, D. M. (2013). *Sociality Through Social Network Sites of a single chapter of a title in Oxford Handbooks Online for personal use (for details see Privacy Policy and Legal Notice) Sociality Through Social Network Sites*.
<https://doi.org/10.1093/oxfordhb/9780199589074.013.0008>
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55.
<https://doi.org/10.1016/J.CHB.2016.03.003>
- Evans, D., & Bratton, S. (2010). *Social Media Marketing An Hour a Day*. Retrieved from https://books.google.co.id/books/about/Social_Media_Marketing.html?id=CZcS7JZEqrMC&redir_esc=y
- Fan, Y.-W., Miao, Y.-F., Fang, Y.-H., & Lin, R.-Y. (2013). Establishing the Adoption of Electronic Word-of-Mouth through Consumers' Perceived Credibility. *International Business Research*, 6(3), 58–65.
<https://doi.org/10.5539/ibr.v6n3p58>
- Filieri, R., McLeay, F., Tsui, B., & Lin, Z. (2018). Consumer perceptions of information helpfulness and determinants of purchase intention in online consumer reviews of services. *Information & Management*, 55(8), 956–970.
<https://doi.org/10.1016/J.IM.2018.04.010>
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: an introduction to theory and research*. Addison-Wesley Pub. Co.
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39.
<https://doi.org/10.2307/3151312>
- Gefen, D. (2000). E-commerce: the role of familiarity and trust. *Omega*, 28(6), 725–737.
[https://doi.org/10.1016/S0305-0483\(00\)00021-9](https://doi.org/10.1016/S0305-0483(00)00021-9)
- Graham, J., & Havlena, W. (2007). Finding the “Missing Link”: Advertising's Impact on Word of Mouth, Web Searches, and Site Visits. *Journal of Advertising Research*, 47(4), 427–435.
<https://doi.org/10.2501/S0021849907070444>
- Guo, Y., & Barnes, S. (2011). Purchase behavior in virtual worlds: An empirical investigation in Second Life. *Information & Management*, 48(7), 303–312.
<https://doi.org/10.1016/J.IM.2011.07.004>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling*

- (PLS-SEM) (second). Retrieved from <http://ynamewigh.blog.free.fr/index.php?post/2017/02/28/A-Primer-on-Partial-Least-Squares-Structural-Equation-Modeling-%28PLS-SEM%29-pdf-free>
- Hajli, M. N. (2014). The role of social support on relationship quality and social commerce. *Technological Forecasting and Social Change*, *87*, 17–27. <https://doi.org/10.1016/j.techfore.2014.05.012>
- Hausman, A. V., & Siekpe, J. S. (2009). The effect of web interface features on consumer online purchase intentions. *Journal of Business Research*, *62*(1), 5–13. <https://doi.org/10.1016/J.JBUSRES.2008.01.018>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, *18*(1), 38–52. <https://doi.org/10.1002/DIR.10073>
- Hsu, C.-L., Yu, L.-C., & Chang, K.-C. (2017). Exploring the effects of online customer reviews, regulatory focus, and product type on purchase intention: Perceived justice as a moderator. *Computers in Human Behavior*, *69*, 335–346. <https://doi.org/10.1016/J.CHB.2016.12.056>
- Hu, X., Ha, L., Mo, S., & Xu, Y. (2014). Who are fans of Facebook fan pages? An electronic word-of-mouth communication perspective. *International Journal of Cyber Society and Education*, *7*, 125–146. <https://doi.org/10.7903/ijcse.1156>
- Huang, L.-S., Chou, Y.-J., & Lan, I.-T. (2007). Effects of Perceived Risk, Message Types, and Reading Motives on the Acceptance and Transmission of Electronic Word-of-Mouth Communication. *Contemporary Management Research*, *3*(4). <https://doi.org/10.7903/cmr.93>
- Huiju, P. (2012). Social network online communities: information sources for apparel shopping. *Journal of Consumer Marketing*, *29*(6), 400–411. <https://doi.org/10.1108/07363761211259214>
- Hussain, S., Guangju, W., Jafar, R. M. S., Ilyas, Z., Mustafa, G., & Jianzhou, Y. (2018). Consumers' online information adoption behavior: Motives and antecedents of electronic word of mouth communications. *Computers in Human Behavior*, *80*, 22–32. <https://doi.org/10.1016/J.CHB.2017.09.019>
- Jiménez, F. R., & Mendoza, N. A. (2013). Too Popular to Ignore: The Influence of Online Reviews on Purchase Intentions of Search and Experience Products. *Journal of Interactive Marketing*, *27*(3), 226–235. <https://doi.org/10.1016/J.INTMAR.2013.04.004>
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. In *Source: Journal of Marketing* (Vol. 57). Retrieved from <https://pdfs.semanticscholar.org/1a32/de7ea22b33ae4e6efe3391da19a71c58ea3f.pdf>
- Kim, K. O. (2014). *A little bluebird told me : social media conversation effects on business outcomes-evidence from the movie industry* (University of Texas). Retrieved from <https://repositories.lib.utexas.edu/handle/2152/26855>
- Kim, T., Kim, W. G., & Kim, H.-B. (2009). The effects of perceived justice on recovery satisfaction, trust, word-of-mouth, and revisit intention in upscale hotels. *Tourism Management*, *30*(1), 51–62. <https://doi.org/10.1016/j.tourman.2008.04.003>
- Kock, N. (2012). *WarpPLS 3.0 User Manual*. Laredo, Texas: ScriptWarp Systems.
- Kotler, Philip; Keller, K. L. (2012). Marketing Management. In *Essentials of Management for Healthcare Professionals*. <https://doi.org/10.4324/9781315099200-17>
- Kwok, L., Mao, Z. (Eddie), & Huang, Y.-K. (2017). Consumers' electronic word-of-mouth behavioral intentions on Facebook:

- Does message type have an effect? *Tourism and Hospitality Research*, 19(3), 296–307. <https://doi.org/10.1177/1467358417742684>
- Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, 18(6), 503–520. <https://doi.org/10.1108/EUM00000000006155>
- Lee, D., Kim, H. S., & Kim, J. K. (2012). The role of self-construal in consumers' electronic word of mouth (eWOM) in social networking sites: A social cognitive approach. *Computers in Human Behavior*, 28(3), 1054–1062. <https://doi.org/10.1016/j.chb.2012.01.009>
- Lien, C.-H., Wen, M.-J., Huang, L.-C., & Wu, K.-L. (2015a). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210–218. <https://doi.org/10.1016/J.APMRV.2015.03.005>
- Lien, C.-H., Wen, M.-J., Huang, L.-C., & Wu, K.-L. (2015b). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210–218. <https://doi.org/10.1016/j.apmr.2015.03.005>
- Lin, C., Wu, Y.-S., & Chen, J.-C. V. (2013). *Electronic Word-Of-Mouth: The Moderating Roles Of Product Involvement And Brand Image*. Retrieved from http://www.toknowpress.net/ISBN/978-961-6914-07-9/papers/S3_29-47.pdf
- López, M., & Sicilia, M. (2014). eWOM as Source of Influence: The Impact of Participation in eWOM and Perceived Source Trustworthiness on Decision Making. *Journal of Interactive Advertising*, 14(2), 86–97. <https://doi.org/10.1080/15252019.2014.944288>
- Miniard, P. W., & Cohen, J. B. (1983). Modeling Personal and Normative Influences on Behavior. *Journal of Consumer Research*, 10(2), 169. <https://doi.org/10.1086/208957>
- Mohammad, R. J. (2012). The effect of electronic word of mouth on brand image and purchase intention. *Marketing Intelligence & Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Nizar Hidayanto, A., Ovirza, M., Anggia, P., Ayuning Budi, N. F., & Phusavat, K. (2017). The Roles of Electronic Word of Mouth and Information Searching in the Promotion of a New E-Commerce Strategy: A Case of Online Group Buying in Indonesia. *Journal of Theoretical and Applied Electronic Commerce Research*, 12(3), 69–85. <https://doi.org/10.4067/S0718-18762017000300006>
- Pöyry, E., Parvinen, P., & Malmivaara, T. (2013). Can we get from liking to buying? Behavioral differences in hedonic and utilitarian Facebook usage. *Electronic Commerce Research and Applications*, 12(4), 224–235. <https://doi.org/10.1016/j.elerap.2013.01.003>
- Prasetio, A., Hurriyati, R., Sari, P. K., & Sary, F. P. (2017). Social Capital and Electronic Word-Of-Mouth (eWOM) Effect Toward Online Purchase Intention. *Advanced Science Letters*, 23(11), 10822–10825. <https://doi.org/10.1166/asl.2017.10161>
- Rahim, R. A., Sulaiman, Z., Chin, T. A., Baharun, R., & Muharam, F. M. (2016). Measuring Electronic Word of Mouth Review Adoption on Green Purchase Intention Using Source Credibility Theory. *Advanced Science Letters*, 22(12), 4283–4287. <https://doi.org/10.1166/asl.2016.8129>
- Rui, H., Liu, Y., & Whinston, A. (2013). Whose and what chatter matters? The effect of tweets on movie sales. *Decision Support Systems*, 55(4), 863–870. <https://doi.org/10.1016/j.dss.2012.12.022>
- Ryu, K., Han, H., & Kim, T.-H. (2008). The relationships among overall quick-casual restaurant image, perceived value, customer

- satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, 27(3), 459–469.
<https://doi.org/10.1016/j.ijhm.2007.11.001>
- Saad, S., Shah, H., Aziz, J., Raza Jaffari, A., Waris, S., Ejaz, W., ... Sherazi, S. K. (2012). The Impact of Brands on Consumer Purchase Intentions. *Asian Journal of Business Management*, 4(2), 105–110. Retrieved from
<https://pdfs.semanticscholar.org/a1e3/6a36b80e7ef78e2318547784675b44b8656a.pdf>
- Sahabi, Y. A. (2018). Influence of e-WOM engagement on consumer purchase intention in social commerce. *Journal of Services Marketing*, 32(4), 493–504.
<https://doi.org/10.1108/JSM-01-2017-0031>
- Sandes, F. S., & Urdan, A. T. (2013). Electronic Word-of-Mouth Impacts on Consumer Behavior: Exploratory and Experimental Studies. *Journal of International Consumer Marketing*, 25(3), 181–197.
<https://doi.org/10.1080/08961530.2013.780850>
- See-To, E. W. K., & Ho, K. K. W. (2014). Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust – A theoretical analysis. *Computers in Human Behavior*, 31, 182–189.
<https://doi.org/https://doi.org/10.1016/j.chb.2013.10.013>
- Samuel, H., & Chandra, S. S. (2014). The Analysis of Corporate Social Responsibility Implementation Effects towards Price Fairness, Trust and Purchase Intention at Oriflame Cosmetics Product in Surabaya. *Procedia - Social and Behavioral Sciences*, 155, 42–47.
<https://doi.org/10.1016/J.SBSPRO.2014.10.253>
- Sen, S., & Lerman, D. (2007). Why are you telling me this? An examination into negative consumer reviews on the Web. *Journal of Interactive Marketing*, 21(4), 76–94. <https://doi.org/10.1002/DIR.20090>
- Shin, Y. H., Moon, H., Jung, S. E., & Severt, K. (2017). The effect of environmental values and attitudes on consumer willingness to pay more for organic menus: A value-attitude-behavior approach. *Journal of Hospitality and Tourism Management*, 33, 113–121.
<https://doi.org/10.1016/J.JHTM.2017.10.010>
- Shukla, A., & Sharma, S. K. (2018). Evaluating Consumers' Adoption of Mobile Technology for Grocery Shopping: An Application of Technology Acceptance Model. *Vision: The Journal of Business Perspective*, 22(2), 185–198.
<https://doi.org/10.1177/0972262918766136>
- Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism Management*, 32(6), 1310–1323.
<https://doi.org/10.1016/j.tourman.2010.12.011>
- Torlak, O., Yalin Ozkara, B., Ali Tiltay, M., Cengiz, H., & Fatih Dulger, M. (2014). *The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Application Concerning Cell Phone Brands for Youth Consumers in Turkey*. Retrieved from http://www.na-businesspress.com/JMDC/TiltayMA_Web8_2_.pdf
- Wang, S., Cunningham, N. R., & Eastin, M. S. (2015). The Impact of eWOM Message Characteristics on the Perceived Effectiveness of Online Consumer Reviews. *Journal of Interactive Advertising*, 15(2), 151–159.
<https://doi.org/10.1080/15252019.2015.1091755>
- Wang, X., & Yang, Z. (2010). The Effect of Brand Credibility on Consumers' Brand Purchase Intention in Emerging Economies: The Moderating Role of Brand Awareness and Brand Image. *Journal of Global Marketing*, 23(3), 177–188.
<https://doi.org/10.1080/08911762.2010.487419>
- Wei, S., Ang, T., & Jancenelle, V. E. (2018). Willingness to pay more for green products: The interplay of consumer characteristics

- and customer participation. *Journal of Retailing and Consumer Services*, 45, 230–238.
<https://doi.org/10.1016/J.JRETCONSER.2018.08.015>
- Wu, J.-J., Chen, Y.-H., & Chung, Y.-S. (2010). Trust factors influencing virtual community members: A study of transaction communities. *Journal of Business Research*, 63(9–10), 1025–1032.
<https://doi.org/10.1016/J.JBUSRES.2009.03.022>
- Wu, J. H.-C., Lin, Y.-C., & Hsu, F.-S. (2011). An empirical analysis of synthesizing the effects of service quality, perceived value, corporate image and customer satisfaction on behavioral intentions in the transport industry: a case of Taiwan high-speed rail. In *Innovative Marketing* (Vol. 7). Retrieved from
https://businessperspectives.org/pdfproxy.php?item_id:4240
- Yaniv, G. (2018). Consumer engagement with eWOM on social media: the role of social capital. *Online Information Review*, 42(4), 482–505. <https://doi.org/10.1108/OIR-05-2017-0158>
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22.
<https://doi.org/10.2307/1251446>
- Zhu, D. H., Chang, Y. P., & Luo, J. J. (2016). Understanding the influence of C2C communication on purchase decision in online communities from a perspective of information adoption model. *Telematics and Informatics*, 33(1), 8–16.
<https://doi.org/10.1016/J.TELE.2015.06.001>

APPENDIX

Questionnaire

Social eWOM (Bambauer-Sachse & Mangold, 2011; Chetna, 2017; Mohammad, 2012)

- SEWOM 1: I often read other consumers'/friends' posts to make sure I buy the right product/brand.
- SEWOM 2: I often read other consumers'/friends' posts to know what products/brands make a good impression on others.
- SEWOM 3: I often read other consumers'/friends' posts to gather information about products/Brands.
- SEWOM 4: I often read other consumers'/friends' posts to have confidence in my decision to buy.

Purchase Intention (Erkan & Evans, 2016; Coyle & Thorson, 2001)

After considering information about products which are shared by my friends on social media ...

- PI1: It is very likely that I will buy the product.
- PI2: I will purchase the product next time I need that sort of product.
- PI3: I will definitely try the product.
- PI4: I will recommend the product to my friends.

EWOM's Adoption (Erkan & Evans, 2016; Cheung et al., 2009)

- IA1: They make it easier for me to make a purchase decision
- IA2: They enhance my effectiveness in making a purchase decision.

Image (Lien et al., 2015)

- BI1: The brand is reliable.
- BI2: The brand is attractive.
- BI3: The brand is pleasing.
- BI4: The brand is a social status symbol.
- BI5: The brand has a good reputation.

Trust (Lien et al., 2015b)(Chiang & Jang, 2007)

- T1: What the hotel says about its product/service is true.
- T2: If the hotel makes a claim about its product/service, it is true.
- T3: I feel I know what to expect from the hotel.
- T4: I believe this hotel would be reliable.